Newtype Mag full.pdf

For my digitization project, I chose to digitize a magazine I bought at a convention, *NewType USA*: *Volume 4 Number 3*. I got it signed by a voice actor who was donating some of the profits to a wildlife charity. *NewType USA* is out of print and only had a short run from 2002-2008, however its Japanese counterpart, which started in 1985, is still going. This issue is from March 2005. On page 3, I can buy downloadable wallpaper for my flip phone!

The main reason this has not been digitized is simply low demand. Copies of this magazine are being sold on Ebay for less than ten dollars. It only appeals to a very small collector niche. It's not surprising to me that there is little interest outside of me–In large part this is a collection of advertisements–but advertisements can reveal a lot of what societal values are at the time. And there's nothing explicitly pornographic, but there are a lot of female characters in many of the anime included who are wearing very little. One very classy ad (page 158) reads *"Do you frisk people? If your answer is yes… then you suffer from extreme groping… feel your way around and log on to www.theanimenetwork.com"*. The link is still active, but is just a forum site now.

This is a documentation of how you expected to consume anime in 2005. It advertises DVDs and VHSes. Netflix is not present in this magazine. Amazon is mentioned with a ".com" following it at the bottom of a few ads for anime and manga sets. No one would feel the need to clarify that now. Many of the media stores included are out of business–such as Fry's Electronics or Borders–or at best have only a couple locations left, like Suncoast. Amazon has defeated them.

The ads reveal what sorts of other media that they expect anime fans to also be into, as there are also advertisements and reviews for video games such as *Shin Megami Tensei* and *Kingdom Hearts 2*. On page 142, Tofu Records has an ad for many of their Japanese bands. One page (33) even advertises a box of Japanese snacks and candy. I don't know if pocky and ramune were common in the US yet, but I don't recognise the rest of the candies on the page. This was probably one of the only ways you could get these snacks. Being an "otaku" was far less common than it is today, and if you wanted to engage with Japanese media you had to seek it out actively.

I originally chose to upload it to the Internet Archive because I'm not aware of a more niche place that would have a use for it. I considered uploading it to Reddit, but it's a large file and there wasn't a good subreddit for it where it wouldn't see immediate removal. Unfortunately, it has been down for several days now due to a data breach, so I have to wait that out since I don't know a second location that this would fit.

Usually if I need a document in digital form I just take a picture of it, so scanning it and digitizing it was a bit weird–it is bound on the right side, and I scanned it as is, so the first page is the final page. I had issues with the glossiness of the paper, as the shine reflected in the scanner would obscure words and images. I did my best to lose the least amount of information possible while accepting that there would be some flaws with the scan. An imperfect preservation is better than no preservation.

I think a benefit of preserving something very menial like this is for historical recordkeeping and fact checking. There are quite a few interviews here with Japanese creators that might be hard to find online. The internet is not forever, despite the saying. Even The Internet Archive is at risk. And without written documentation, rumors spread pretty fast. Last year there was a large YouTube scandal when it was revealed that a large creator's content was half plagiarism and half lies. He was able to get away with both due to the obscurity of the content he copied, and the inaccessibility of the actual facts–due to several records being lost to time. Many of the websites he stole from are down now because they weren't worth the cost to maintain. I don't know who will benefit from the records here, but maybe someday they will be useful for fact-checking or other research.